

# **AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☒ **FEDERAL CANDIDATE**    ☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of the Lowest Unit Charge During a Political Window, Federal Candidates Must Sign Candidate Certification below.**

<b>Station and Location:</b> <div style="font-size: 1.5em; font-family: cursive;">WRAL-TV      Raleigh NC</div>	<b>Date:</b> <div style="font-size: 1.5em; font-family: cursive;">10/15/2012</div>
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I, Robert Holding

being/on behalf of: George Holding, a legally

qualified candidate of the REP political

party for the office of: US Congress - D 13

in the General

election to be held on: 11/06/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	as ordered				

**Total Charges:**      \$18,000.00

For programming that "communicates a message relating to any political matter of national importance," list the matters below:

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I represent that the check for the above described broadcast time has been furnished by:

George Holding For Congress Committee

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

Name, address and phone number of contact person for candidate or candidate's authorized

committee PLUS name of treasurer (if different):

TOM Boyle - Treasurer  
Robert Holding - 2324 Ocean Blvd - Wilmington NC 919-795-7600

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To be Signed by Candidate or Authorized Committee**

10/15/2012      Robert Holding  
Date                      Signature

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Marian Bell      MAXIAN BELL      Sales Mktg  
Signature                      Printed Name                      Title  
Director

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, George Holding For Congress Committee

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast. of candidate or authorized committee

Robert Holding, George Holding For Congress Committee  
signature of candidate or authorized committee

ROBERT HOLDING 10/15/2012  
printed name date

**CONTRACT**

**WRAL-TV**  
 2619 Western Blvd  
 Raleigh, NC 27605  
 (919)821-8514




And:

**P E M Management Corporation**  
 8305 Falls of Neuse Rd #205  
 Raleigh, NC 27615-3547

<u>Contract / Revision</u> 119424 /		<u>Alt Order #</u>
<u>Product</u> POL - US Congress 13th Dist		
<u>Contract Dates</u> 10/17/12 - 11/06/12		<u>Estimate #</u>
<u>Advertiser</u> George Holding for Congress		<u>Original Date / Revision</u> 10/15/12 / 10/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRAL	<u>Account Executive</u> Marian Bell	<u>Sales Office</u> WRAL Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	10/22/12	11/06/12	Noon News	12p-1p		:30			NM	6	\$750.00
		Class 4										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	11111--				5	\$125.00			
		Week: 10/29/12	11/04/12	-----				0	\$125.00			
		Week: 11/05/12	11/11/12	1-----				1	\$125.00			
N 2	WRAL	10/17/12	11/06/12	CBS This Morning	7am - 9am		:30			NM	30	\$5,250.00
		Class 4										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	--222--				6	\$175.00			
		Week: 10/22/12	10/28/12	22222--				10	\$175.00			
		Week: 10/29/12	11/04/12	22222--				10	\$175.00			
		Week: 11/05/12	11/11/12	22-----				4	\$175.00			
N 3	WRAL	10/17/12	11/06/12	WRAL AM News	6-7a		:30			NM	30	\$12,000.00
		Class 4										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	--222--				6	\$400.00			
		Week: 10/22/12	10/28/12	22222--				10	\$400.00			
		Week: 10/29/12	11/04/12	22222--				10	\$400.00			
		Week: 11/05/12	11/11/12	22-----				4	\$400.00			
<b>Totals</b>											<b>66</b>	<b>\$18,000.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	37	\$9,825.00	\$8,351.25
10/29/12 - 11/06/12	29	\$8,175.00	\$6,948.75
<b>Totals</b>	<b>66</b>	<b>\$18,000.00</b>	<b>\$15,300.00</b>

Signature: 

Date: 10/15/2012

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.